

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

January 5, 1998

RJR Account #044880

Mr. P. Martin

A. D. BEDELL

FEBRUARY: DORAL B1G1F / PROMOTION #800018

Dear Page:

DORAL B1G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as 45 skus of B1G1F Displays (Item #536645) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F
<i>Light</i>	12300-24960	<u>1</u>
<i>Light 100</i>	12300-24961	<u>2</u>
<i>Light Men 100</i>	12300-24963	<u>2</u>
<i>FF 100</i>	12300-24962	<u>1</u>

DISPLAY DETAIL (#536645)

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 5 PRE-SLEEVED B1G1F DEALS

EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.

Product / Display Arrival:

January 26, 1998

Ship Date to Retail:

Week of: February 9, 1998

SKU CUBE :

0.4965

SKU WT (w/o Product):

1.1700 lbs

Retail Sales Offer per Sku:

20 Offers

Billing per Sku:

2 Savings Cartons

EFT \$ Amount:

\$358.07

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-2-

B1G1F

A. D. BEDELL

PROMOTION DESCRIPTION: SEE ENCLOSED '*WHOLESALE PACKING INSTRUCTIONS*'.
UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT
NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.
(A '*RETAILER PROMOTIONAL PACKING EXPLANATION SHEET*' IS INCLUDED IN EACH DISPLAY).
SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER
LIST*.

DISPLAY LOAD:

*4 CARTONS; ONE CARTON EACH STYLE: *DORAL LIGHT / LT 100 / LT MEN 100 / FF 100*

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you
\$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This
equates to \$29.40 (2.1 (12M) case(s) @ \$14.00). Payment will be made as soon as possible
once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: K. Jurgensen
L. E. MacWilliams

Enclosures:

- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to
account.

FEBB1G1F.DOC

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BPEN55B2

WORKPLAN VAP TEMPLATE LISTING

PAGE: 5
DATE: 97-12-08
TIME: 08:18 AMWHOLESALER : 044880 A. D. BEDELL CO. <DIRECT>
TEMPLATE : 800018 80200 DOR FEB B1G1F
TEMPLATE SEQ : 0031
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162606	162628	398393	URBAN TOWNE NEWS	25 N MAIN ST	JAMESTOWN	NY	14701	1	NYS			(716)403-5371
162607		182888	HURLERS GROCERY	603 E MAIN ST	WESTFIELD	PA	16950	2			BRU	(814)367-2707
162607	162228	335894	AUSTINBURY CTRY STO	RR 2 BOX 310	KNOXVILLE	PA	16928	5			BRU	(814)326-4616
162607	162628	357342	THE HUB	501 W MAIN ST	SMETHPORT	PA	16749	5				(814)887-5585
162607	162228	382720	STATE LINE ONE STOP	RTE. 449 MAIN ST.	GENESEE	PA	16923	5			BRU	(814)228-3660
162607	162228	398360	BRENNAN MARKET	MAIN STREET	ULYSSES	PA	16948	3			BRU	(814)848-7501
162607	162628	399179	TOWN&COUNTRY STORE	19 MAIN ST	SUGAR GROVE	PA	16350	1			915298	(814)489-7854
162607		543714	LANES CITGO	306 S. MAIN STREE	SHEFFIELD	PA	16347	1			917609	(814)968-5480
162607		566942	SMITTY'S COASTAL	ROUTE 6, BOX 6	GAINES	PA	16921	1			941856	(814)435-2178
162607	162628	608171	YE OLDE TYME SHOPPE	17 SOUTH MAIN ST	CLARENDON	PA	16313	3			BRU	(814)723-7199
162607	162627	705264	BP SHOP	CENTER & NORTH ST	ST MARYS	PA	15857	1			948513	(814)834-7070
162607	162628	714927	CARTERS CONVENIENCE	304 PENN AVENUE E	WARREN	PA	16365	5				(814)726-0341
162607	162228	728526	REEDS MARKET	647 MAIN STREET	GENESEE	PA	16923	5			BRU	(814)228-3318
162607	162628	764541	STEVES UNITED NEWS	330 PENN AVENUE	WARREN	PA	16365	1				(814)723-5705
173001	173022	399049	THOMAS MKT	100 S MAIN ST	UNION CITY	PA	16438	1				(814)438-3422
173001	173022	572289	OTTO'S KEYSTONE	P.O. BOX 90	PLEASANTVILLE	PA	16341	1			939827	(814)589-7696
173001	173022	626433	TITUSVILLE NEWS	401 W. CENTRAL AV	TITUSVILLE	PA	16354	1				(814)827-1227

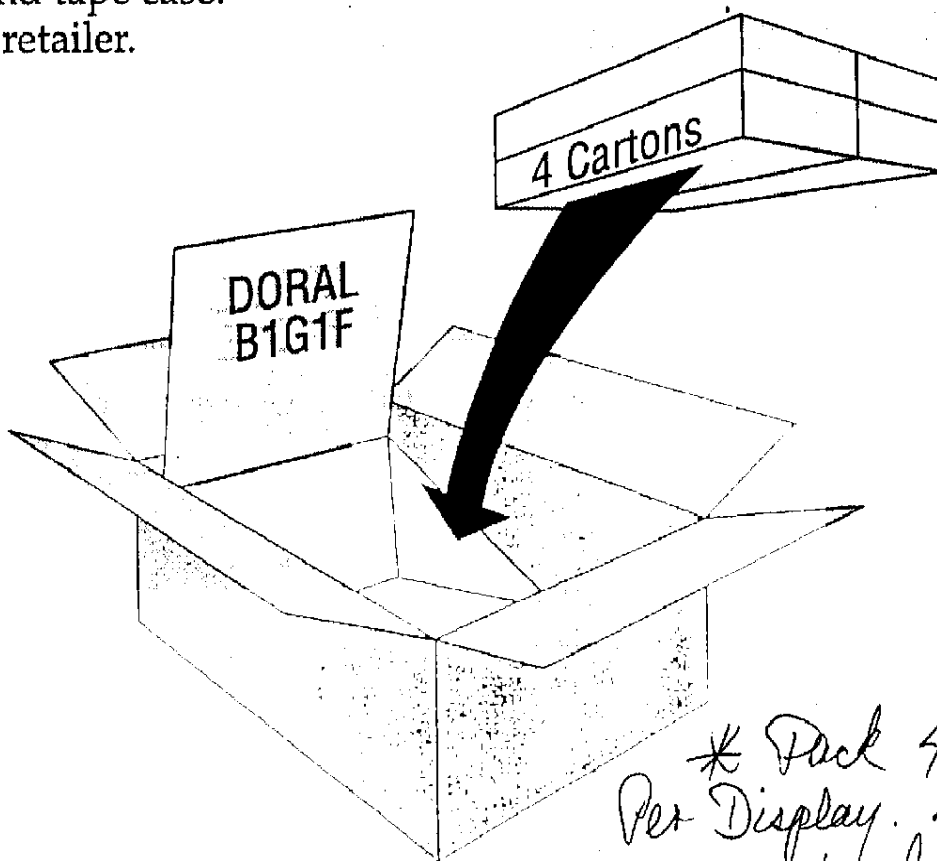
PAGE BREAK TOTAL ACCOUNTS 17 TOTAL QUANTITY 42

TEMPLATE TOTAL ACCOUNTS 17 TOTAL QUANTITY 42

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WHOLESALE PACKING INSTRUCTIONS**VALUE ADDED PROMOTIONS****1ST QTR.'98****February DORAL B1G1F***(Buy 1 Pack Get 1 Free)***STEPS**

1. Open DORAL B1G1F shipping case.
2. Place 4 cartons of DORAL promotional product into shipping/display case. **Promotional product is in white cartons and is pre-sleeved.**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



** Pack 4 Cartons
Per Display. 4 Styles
may not be shipped
to all DIRECT Accts.*

Item: # 536645**Description: DORAL B1G1F Display/POS kit**

Brand Style	LT	LT 100	LT MEN 100	FF 100		
Number of Cartons	/	/	/	/		

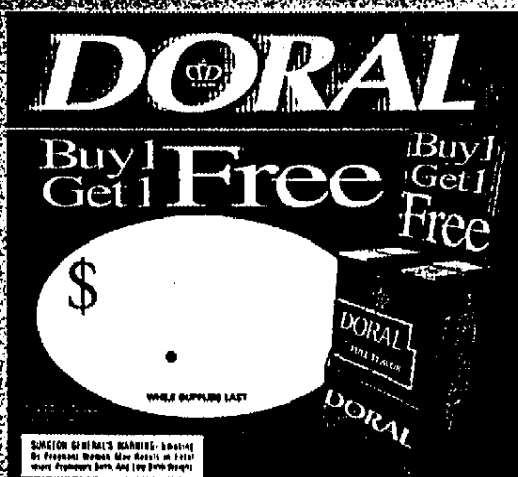
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February Brings Great Deals From Doral With This Buy 1 Get 1 Free Promotion!

Customers will love picking up their favorite styles of Doral especially when they can Buy 1 Pack and Get One Free.

This promotion starts with 2-pack sleeves and comes in a pack of 20 in a 20-unit display. Each sleeve is style specific. Customers will easily spot their style in this impactful display.

Paster



2-Pack Sleeve



Counter Display



The Special Paster and Counter Display work together to call out this money saving promotion. Paster is 11.5" x 10" for easy placement. The display is a perfect fit for even the smallest of counter spaces.

Details

- 4 Cans per SKU
- 20 Offers Per SKU
- Special complimentary tear-tape on all free packs.
- Offer to customer - Buy 1 pack of Doral, get 1 pack free